



# REPORT • DEC 2024

The 11th annual FEAST! Local Foods Marketplace was our biggest yet! There was an increased number of food and beverage businesses, 35% of which were new to the festival, and the total attendee count was up by 25% over last year. In addition to samples and sales from 85 businesses, attendees enjoyed five engaging cooking demos, kids activities that included seed crafts and veggie sampling with nutritionists, and over 300 people voting for their favorite booth. The People's Choice Award was presented by John Monson of Compeer Financial to Josey Chu of Madame Chu, a Southeast Asian sauces company out of Madison, WI who has participated in every FEAST event since 2019 and was runner-up in the 2023 voting.

## EXHIBITORS

**Q: What does FEAST do well that we should not change?**

“The venue, the layout—great atmosphere.”

“Marketing was on point, organization was wonderful. I felt like I knew exactly where to go when and what to expect.”

**Total # of Booths:**  
**98\***

\*includes farmers' market area  
\*MN vendors: 85%; WI vendors: 13%  
# craft alcohol booths: 19  
# educational booths: 8

**Average sales:**  
**\$917\***

\*Highest avg in event history;  
\*up 35% from 2023

**Q: Suggestions for improvement?**

“Food truck/meals; can't satisfy hunger with just samples.”

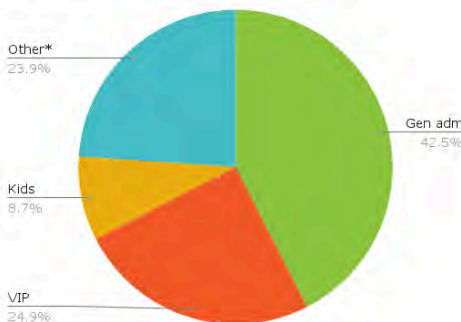
**Q: Final comments?**

“Keep on keeping on! Well done! STAFF DID AN EXCELLENT JOB. As a newcomer, we felt very welcome and the vibe is chill - awesome! Thank you! :D”

## ATTENDANCE

FEAST! 2024 Attendance by Category

\*Other=sponsors, exhibitors, volunteers, comps



**Total Attendance: 1,754**

1,334 ticket holders + 420 others\*  
\*exhibitors, sponsors, staff, volunteers

**Ticket Sales**

745 general admission  
437 wristband (alcohol sampling)

**Advance Sales (8/22-11/1): \$7,993**  
**Total ticket revenue: \$19,323**

# VENDOR HUDDLE



**PEOPLE'S  
CHOICE  
AWARD**

Winner:  
Madame Chu

Runners-up:  
Kalahari Foods, Mango Man Cooks!



# EVENT SUCCESSES

- All attendees received a FEAST canvas bag for shopping, and wristband ticket holders received a commemorative sampling glass.
- 300 attendees voted for their favorite booth.
- 24 attendees utilized the 'bag check'
- 5 attendees won a gift basket full of donated local foods
- 87% of vendors said they plan to return for 2025.



# MAGAZINE—V.7

- 56 pages
- 6,000 copies
- 50:50 ads: editorial
- 28 pages of ads from 51 advertisers including 23 food & bev businesses, 18 technical assistance and business development orgs



| TABLE of CONTENTS      |                      |                       |
|------------------------|----------------------|-----------------------|
| 8<br>Upcycled Foods    | 18<br>FEAST!         | 20<br>People's Choice |
| 22<br>Shared Kitchen   | 28<br>Agroforestry   | 37<br>Farm Succession |
| 45<br>Hot Off the Pass | 50<br>On Farm Events | 52<br>Last Call       |

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